

Utah Main Street
Getting to Main Street Partner Designation

Benefits of Partnership with Utah Main Street:

- ⌘ Ongoing training for your community's Main Street organization and manager
- ⌘ Ongoing workplan development and implementation
- ⌘ Free consulting assistance from the Main Street Team
- ⌘ Start-up organizational grants (\$10,000 per year) for three years
- ⌘ Membership to the National Main Street Network
- ⌘ Registration sponsorships for the National Main Streets Conference

For your community to be successful in its downtown revitalization efforts, there should be:

- ⌘ Active participation by the business community
- ⌘ Strong support from city government
- ⌘ Broad-based support from residents
- ⌘ A commitment to restoring downtown's historic character
- ⌘ Ongoing local funding for the Main Street organization

To be designated as a Main Street Partner, your community should take the following steps:

- ☐ Establish a downtown committee. Ensure that committee membership includes:
 - ✓ Five to seven business and/or property owners
 - ✓ A representative from city government (city council)
 - ✓ Representatives of other community groups
 - ✓ Interested residents
- ☐ Contact Utah Main Street for initial training.
- ☐ Ensure that committee members understand the Main Street Approach (design, promotion, business growth, and organization) and the need for a comprehensive, long-term effort.
- ☐ Establish a track record of consistent attendance at committee meetings over several months.
- ☐ In conjunction with Utah Main Street, develop an initial downtown workplan.
- ☐ Generate the \$10,000 match for the Main Street Partner grant. Ideally, this match will come from both the City and the business community.